

Mayors Strategic Opportunities Advisory Team 2018
21st Century Technology & Communications Workgroup

Meeting Minutes
3:00 PM EST | April 2, 2018

<u>Members</u>	<u>Status</u>
Elizabeth Cromwell - Frederick Chamber of Commerce	Present
Natalie Cioffi – Spanish Speaking Community of MD	Present
Cathy Anderson -	Present
Jon-Mikel Bailey – Wood Street	Present
Adam Frank- FCPS	Present
Carole Heine – Potluck Chat	Present
David Kaye - Tyler-Donagan-Duncan Real Estate	Present
Jeff Keilholtz – Kerry International	Absent
Melissa Muntz - Tourism Council of Frederick County	Present
Mike Pritchard - FCC	Absent
Patrick Pierson - ION	Present

Meeting called to order at 3:03 pm

Update from steering committee - Elizabeth Cromwell

- Every group seems to be in a similar place, they have done some discovery and have some information but are not sure what to do with that information.
- The groups are going to come together and share their findings with each other, the first half of the meeting would be an update from each group and the second half would be more of an open house (the public would be invited).
- Should we skip our May 7 meeting and instead have a meeting with all of the groups on April 16 starting at 7:00pm? The meeting would be instead of having our own individual public meeting.
 - Everyone should let Elizabeth know whether or not that date works for them.
- There may be a survey that includes questions from each of the work groups.
- The group likes this plan and we will move forward with scheduling this meeting.
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- Interview Summaries
 - Michelle Bowman and Gabriel Culler
 - An overall vision for the city is needed, there is not a consistent message or cohesive brand
 - NAC meetings are often planned prior to the city having enough information to answer questions that come up during the meetings
 - We need to educate people about how they can get involved before the city begins its process, many people aren't involved in the process until it is very late
 - Gabriel feels that her role is really to educate the public, she likes to utilize the AV department
 - We may want to pick up on trends that are happening now, things that may be coming in the future
 - Michelle is currently handling 3 jobs at one time, she does not think NACs belong under the police department, there are over 40 volunteers that

- require training, all NAC facebook pages are owned by the city but are all very different from each other and are updated by someone in each NAC
- Karen Paulson (Human Resources)
 - City website does not look like the city feels
 - Currently upgrading to online employee benefit portal and online onboarding
 - Currently using neo.gov through the city portal, difficult to understand
 - Everything that can be open should be open and should be easier to find, this would in theory cut down on the questions
- Patty Mullins
 - People are very positive about working for the city
 - Report lists all the communication tools at her disposal
 - Cohesive branding and vision is needed
 - Website needs to be updated, changes need to be made
 - There is confusion over what she does and what her role is
 - Public information requests sometimes go through her
 - Communication between the city and the county is very positive
- Interviews were requested from two other departments but have not received a response
- Interview details are outlined and available for review
 - Communications job descriptions are also available on the google drive
- The mayor has requested funding for new technology and one new staff person (the equivalent of a chief of staff) in his office, this funding will ensure that software is up to date
- NACs have become too much of a funnel for too many things, there may need to be a citywide discussion about some items rather than bringing them to each individual NAC
- The hierarchy of the city is currently incomplete and doesn't go with what is laid out in the budget. The new budget does not deal much with communications. At one time there was a digital media technician, but that may have been removed from the budget.
- Overall challenge is that there is no overall plan for which communication tools are being used. Many are being used by different departments in different ways. It would be great to use fewer and simpler tools in a more effective way.
- Preparation for April Joint Meeting
 - Overall themes/needs
 - Website needs significant work
 - Staffing is not adequate
 - Communication methods and branding are not consistent
 - Many departments are operating in a silo and may need to be branded more similarly
 - A styleguide would be very helpful
 - Data is not being managed in a way that is easily accessible to the public
 - Strengths
 - Dedicated staff who is looking for leadership
 - Development of core ideology needs to be very inclusive, we have a diverse city

Closing:

- Meeting adjourned at 4:30
- Minutes submitted by Melissa Joseph